IN THE CLAIMS

Please amend the claims as follows.

- 1. (Currently Amended) A computer-implemented method for utilizing feedback in generating an optimal price, comprising:
- (a)—generating an optimal price, utilizing a processor of a computer system, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor of the computer system; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service, utilizing the processor of the computer system;
- (b) identifying an expected result of utilizing the optimal price, utilizing the processor of the computer system; and
- reacting based on the result by adjusting the price-frequency
 mathematical distribution based on a difference between the expected result
 and an actual result, utilizing the processor of the computer system; and

outputting the optimal price for aiding in achieving the business objective, utilizing an output device coupled to the processor of the computer system.

- (Cancelled)
- 3. (Original) The method as recited in claim 1, wherein the result includes units sold.
- 4. (Currently Amended) The method as recited in claim 1, wherein the result includes a revenue terman income.
- 5. (Cancelled)

- 6. (Original) The method as recited in claim 1, wherein the result includes a gross profit.
- 7. (Currently Amended) The method as recited in claim 1, where in the result includes an expected win-rate calculated based on the price-frequency mathematical distribution and the number of competitors wherein the result includes a sales general and administrative expense.
- 8. (Original) The method as recited in claim 1, wherein the result includes earnings before income tax (EBIT) for each price.
- 9. (Original) The method as recited in claim 1, and further comprising: computing a frequency distribution of a plurality of prices.
- 10. (Cancelled)
- 11. (Currently Amended) The method as recited in claim 109, and further comprising: calculating at least one result selected from the group consisting of units sold, an incomerevenue, a cost of goods, a gross profit, a factory utilization, a market penetration, and earnings before income tax (EBIT) for each price, wherein the at least one result is stored in a tablea sales general and administrative expense, and earnings before income tax (EBIT) for each price, wherein the at least one result is stored in a table.
- 12. (Original) The method as recited in claim 11, and further comprising: searching the table for the optimum price that optimizes a user-selected business objective.
- 13. (Currently Amended) The method as recited in claim 12, wherein the business objective is selected from the group consisting of maximizing revenue for a good or service, maximizing gross profit for the good or service, maximizing factory utilization for the good or service, maximizing

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achieving a desired market share for the good or service, and maximizing earnings before income tax (EBIT) for the good or service.

14.- 16. (Cancelled)

- 17. (Currently Amended) The method as recited in claim 16, and further comprising: if it is determined that the optimization is required, identifying a new price value by re-computing the price-frequency mathematical distribution so as to minimize the difference between the actual and expected results, wherein the operations (a) (e) are repeated based on the new price value.
- 18. (Original) The method as recited in claim 1, wherein the method is carried out utilizing a frequency distribution engine, a probability of win engine, an expected results engine, an optimization update engine, and a legacy system interface.
- 19. (Currently Amended) A computer program product embodied on a computer readable medium for utilizing feedback in generating an optimal price, comprising:

computer code for generating an optimal price, utilizing a processor of a computer system, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor of the computer system; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service, utilizing the processor of the computer system;

computer code for identifying an expected result of utilizing the optimal price; and

computer code for reacting based on the result by adjusting the pricefrequency mathematical distribution based on a difference between the

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expected result and an actual result, utilizing the processor of the computer system; and

computer code for outputting the optimal price;

wherein the computer code is executed on the processor of the computer system for aiding in the achievement of the business objective.

20. (Currently Amended) A system for utilizing feedback in generating an optimal price, comprising:

a processor for generating an optimal price, identifying an expected result of utilizing the optimal price, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service; and

an output device coupled to the processor, the output device outputting the optimal price;

wherein the computer code is executed utilizing the processor for aiding in the achievement of the business objective.

- 21. (New) A method as recited in claim 1, wherein a graphical user interface is included.
- 22. (New) A method as recited in claim 21, wherein the graphical user interface is adapted for inputting the business objective.
- 23. (New) A method as recited in claim 21, wherein the graphical user interface is included for inputting the competitor prices and the number of competitors.
- 24. (New) A method as recited in claim 20, wherein the price-frequency mathematical distribution is used to estimate the competitor prices.

- 25. (New) The method as described in claim 20, wherein the pricefrequency distribution is estimated using the set of competitor prices.
- 26. (New) The method as described in claim 20, wherein the price-frequency mathematical distribution is converted to an expected probability of a customer purchase based on the number of competitors.
- 27. (New) A method as recited in claim 20, wherein the price-frequency mathematical distribution is converted to a table of prices with a frequency of a price within the table corresponding to the price-frequency mathematical distribution.
- 28. (New) A method as recited in claim 27, wherein each price, probability of a customer purchase, and cost-per-unit are used to form a income/operational statement for each member of a plurality of prices.
- 29. (New) A method as recited in claim 28, wherein each income/operational statement is comprised of financial and operational terms including revenue, cost-of-goods, gross profit, EBIT, factory utilization, and market penetration.
- 30. (New) A method as recited in claim 29, wherein a set of the partial income/operational statements are stored within a table.
- 31. (New) A method as recited in claim 30, wherein a maximum revenue value, a maximum profit value, a plurality of factory utilization values, and the market penetration value corresponding to a market penetration goal are identified along with corresponding prices.
- 32. (New) The method as described in claim 1, wherein the expected probability of a customer purchase is determined for the optimal price.

- 33. (New) A method as recited in claim 1, wherein the actual probability of customer purchases is calculated by dividing the number of customer purchase orders by the number of customer exposures.
- 34. (New) A method as recited in claim 1, wherein an actual probability of customer purchase is compared with an expected probability of customer purchase.
- 35. (New) A method as recited in claim 34, wherein the difference between an actual and an expected probability of customer purchase is calculated.
- 36. (New) A method as recited in claim 35, wherein the updated pricefrequency mathematical distribution is calculated so as to minimize a difference between an actual and expected probability of customer purchase.
- 37. (New) A method as recited in claim 36, wherein the updated optimal price is calculated based on an updated price-frequency mathematical distribution.
- 38. (New) The method as described in claim 37, wherein the actual winrate is calculated by dividing a sum of wins by a value for competition.
- 39. (New) The method as recited in claim 1, wherein the result includes factory utilization.
- 40. (New) The method as recited in claim 1, where in the result includes market penetration.